New vs. Old Media

Many local governments including cities, schools, and colleges operate cable television stations. City governments many use their cable television channels to air city council meetings and other public service programming.

The Corporation for Public Broadcasting is a government agency chartered and funded by the United State government with goal of promoting public broadcasting. Private The news media are changing because of consolidation and emergence of new media. In contrast to much of the world direct government ownership of media outlets in the United States is relatively limited. The federal government operates the Armed Forces radio and television service which provides new and entertainment to members of the United States Armed Forces worldwide.

business often large corporations own and operate most media outlets in the United States.

Most print media (newpapers and magazines)and broadcast media (television and radio) outlets are part of large chains. Consolidation is an important trend in media ownership. The 10 largest newspaper groups control a majority of newspaper circulation in the nation.

The major goal of news media outlets is to attract as large an audience as possible. Advertising rates in newspapers and magazines on television and on the radio and even online depend on the size and strength of the audience. .The media landscape is changing.

Many mainstream media outlets especially newspapers, newsmagazines and the network evening news have been decline for years at least in terms of circulation and ratings. Between 2001 and 2008 daily newspaper circulation fell 13.5 percent.

Sunday newspaper circulation dropped by 17.3 percent. Newspaper circulation fell by an additional 10 percent in 2009 alone. Circulation for the ‘big three’ news magazines(Times, Newsweek, and U.S. News) is falling with readership down by a third since 1994.

While traditional media sources are losing readers, listeners, and watchers the new media which is a term used to refer to alternative media sources such as the Internet, cable television, and satellite radio are growing in importance.

Young people in particular are turning away from traditional media sources in favor of the new media sources ‘Fox News, CNN and MSNBC offer news couerage around the clock. Radio talk shows offer news opinion much of the day.

In meantime, anyone with a computer can create a website, write a blog, post a YouTube video, sign up for a Twitter account or create a Facebook page. Traditional media sources newspapers, radio, and network TV.

In 2000 the most important news sources were local TV news followed by newspapers and radio news. In 2008 local TV news continued to lead but cable TV news and Internet emergedas the second and third most important sources for news.

Candidates and elected officials have adapted to the new media environment by using the Internet for communication and fundraising. Most candidates for office and most elected officials have, a basic webpage with pictures,a biography, issue positions and for candidates a fundraising link that accepts major credit cards.

In 2009, for example the White House used its e-mail list to mobilized support for Sonia Sotomayor the president’s nominee to serve on the United States Supreme Court, Vice President Joe Biden e-mailed Obama supporters asking them to sign an online petition in support of Sotomayor.

The emergence of the new media has also helped produce the 24-hour news cycle or round-the-clock news reporting. Cable television and the Internet allow for immediate reporting and continuous updating of the news story.

Major stories that used to take days or weeks to develop now unfold in a matter of hours.

What market gets its news from the internet? (the young; old)

What market gets its news from the Newspapers

What market gets its news from the TV

Reference ; Think American Government